

- Aug. 15: Relax amongst the adventure at these # places <https://wvtourism.com/relax-amongst-the-adventure-at-these-6-places/>
 - Tweet: 9 Retweets, 30 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook, Twitter posts or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: April 4 <https://twitter.com/WVtourism/status/981543916502740992>
 - 4 Retweets, 10 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - Tweet: April 8 <https://twitter.com/WVtourism/status/982967798543634432>
 - 4 Retweets, 13 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

S: Cabell-Huntington CVB (Jaden)

Co-Op Placements

- 2x4 column, West Virginia Press Association, Contiguous States Network: Kentucky
- 2x2 column, West Virginia Press Association, Contiguous States Network: All
- 2-Page spread in Blue Ridge Outdoors Magazine, June
- 2-Page spread in West Virginia Executive, Summer 2018 Quarterly Issue
- Facebook post scheduled week of August 6, 2018
 - Total cost: \$12,625
 - This ad ran for seven days and had a total reach of 170,240. Of those, 51% were women (86,624) and 48% were men (82,464). Impressions totaled 257,287, with 50% being women (128,026) and 50% being men (127,792).

Bonus Marketing Assets (June 1 – August 30)

- Featured placement in regional travel itinerary on [Metro Valley](#) regional page
- 50 weighted listing points
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>

- Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Aug. 1: Adventure through Almost Heaven at these 10 spots <https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
 - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: April 17 <https://twitter.com/WVtourism/status/986310830722572288>
 - 6 RTs, 9 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - Tweet: May 1 <https://twitter.com/WVtourism/status/991385766189088769>
 - 7 Retweets, 8 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Listing upgrade with custom layout, link to blog post or featured articles, updated content written in collaboration with partner, and additional photos (rotator with up to 5 photos)
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Cabell-Huntington CVB/Beech Fork/Cabwaylingo State Park (Jaden)

Co-Op Placements

- Full page ad in Blue Ridge Outdoors, May
- Trip Advisor display banners, April
- 2x2 column in West Virginia Press Association, April-September
- Paid search with Madden Media, April-August
 - Total cost: \$13,950

Bonus Marketing Assets (April 1-September 30)

- Custom landing page to be set up and featured on [Metro Valley regional page](https://wvtourism.com/small-town-charm-big-city-life/)
 - <https://wvtourism.com/small-town-charm-big-city-life/>
- Featured placement in regional travel itinerary on [Metro Valley regional page](https://wvtourism.com/small-town-charm-big-city-life/)
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>

- Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- May 1: These 27 places know EVERYTHING about West Virginia
<https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to landing page.
 - Tweet: May 20 <https://twitter.com/WVtourism/status/998256539440992258>
 - 6 Retweets, 13 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 11 <https://twitter.com/WVtourism/status/1006229827366486018>
 - 2 Retweets, 8 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Hatfield McCoy CVB/Chief Logan State Park (Alex)

Co-Op Placements

- Madden amplified storytelling, April-July
- Trip Advisor Display banners, April
 - Total cost: \$10,000

Bonus Marketing Assets (April 1-September 30)

- Custom landing page to be set up and featured on [Hatfield-McCoy Mountains page](#)
- Featured placement in regional travel itinerary on [Hatfield-McCoy Mountains page](#)
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
 - May 1: These 27 places know EVERYTHING about West Virginia
<https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.

- Aug. 30: These little-known West Virginia facts are going to blow your mind
<https://wvtourism.com/these-6-little-known-west-virginia-facts-are-going-to-blow-your-mind/>
 - Tweet: 3 Retweets, 4 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to landing page.
 - Tweet: May 13 <https://twitter.com/WVtourism/status/995644076845359104>
 - 11 Retweets, 37 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: May 27 <https://twitter.com/WVtourism/status/1000733611690147840>
 - 8 Retweets, 18 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Hardy CVB/Lost River State Park (Allie)

Co-Op Placements

- Washington Post PostPulse half page widget, April-October
- Trip Advisor display ads, April
 - Total cost: \$12,500

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on [Potomac Highlands regional page](#)
- Featured placement in regional travel itinerary on [Potomac Highlands regional page](#)
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences
<https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
 - Aug. 1: Adventure through Almost Heaven at these 10 spots
<https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>

- Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to landing page.
 - Tweet: May 16 <https://twitter.com/WVtourism/status/996746590227398656>
 - 1 Retweet, 7 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 7 <https://twitter.com/WVtourism/status/1004719752109932544>
 - 5 Retweets, 9 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

Tier 3 - \$15,000-\$49,999

S: Tucker County CVB (Allie)

Co-Op Placements

- Full page ad in Blue Ridge Outdoors, August
- Madden retargeting, April-August
- :30 digital audio, Pittsburgh, timing TBD
- Washington Post PostPulse half page widget, April-October
- 2x6 column in West Virginia Press Association, April-September
- Enhanced digital targeting display banners, May-June
 - Total cost: \$40,850

Bonus Marketing Assets (April 1-October 31)

- Featured placement in regional travel itinerary on Potomac Highlands regional page
- Featured on region, industry or activity landing page
- 75 weighted listing points
- Free upgrades to listing page, including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner and Crowdriff gallery. Partner can pixel listing for retargeting.
 - `<script id="cr-init__c06ea0f06ebc67c2" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: April 5 <https://twitter.com/WVtourism/status/981885164832870400>

- 1 Reply, 3 Retweets, 13 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Tweet: April 14 <https://twitter.com/WVtourism/status/985148417839116288>
 - 8 Retweets, 34 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Tweet: April 19 <https://twitter.com/WVtourism/status/987000118644748288>
 - 1 Reply, 11 Retweets, 27 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - Aug. 3 – As of Aug. 31, this Instagram story has received 2,470 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Wetzel County CVB/Moundsville CVB (Alex)

Co-Op Placements

- Facebook post scheduled for week of June 4, 2018
 - This ad, which ran for one week, reached 111,872 people. Of those, 56% or 2,688 were women and 43% or 47,640 were men. It had total impressions of 231,262 with 57% or 131,101 being women and 43% or 98,700 being men. It had a 48.37% result rate.
- Trip Advisor display banners, April
- 8-page sponsored content in West Virginia Living, July-September
- Digital billboard, in-state Parkersburg, May-June
 - Total cost: \$15,100

Bonus Marketing Assets (April 1-September 30)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__ba0de98cd6e49ef7" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on Northern Panhandle regional page
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 1: What's a "panhandle"? Explore West Virginia's most northern and eastern arms <https://gotowv.com/whats-panhandle-explore-west-virginias-northern-eastern-arms>

- Tweet: 9 RTs, 22 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 14 <https://twitter.com/WVtourism/status/996023577303543808>
 - 6 Retweets, 12 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 4 <https://twitter.com/WVtourism/status/1003619376627699712>
 - 4 Retweets, 12 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: July 7 <https://twitter.com/WVtourism/status/1015578931259412481>
 - 1 Reply, 13 Retweets, 37 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - May 15 - As of Aug. 31, this Instagram story has received 3,175 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO; provide campaign reporting

S: Martinsburg CVB (Allie)

Co-Op Placements

- ½ ad in Blue Ridge Outdoors, April
- ½ page ad in Blue Ridge Outdoors, May

- ½ page ad in Blue Ridge Outdoors, August
- 1/2 page ad in the Washington Post, April
- Washington Post cascade, April-October
- Madden Media amplified storytelling, April-June
- Full page ad in West Virginia Executive, May
- 1-page sponsored content in West Virginia Living, July-September
 - Total cost: \$12,566 (additional fall buys put them into this tier)

Bonus Marketing Assets (April 1-October 31)

- Featured placement in regional travel itinerary on Eastern Panhandle regional page
- Featured on region, industry or activity landing page
- 75 weighted listing points
- Free upgrades to listing page, including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner and Crowdriff gallery. Partner can pixel listing for retargeting.
 - `<script id="cr-init__d3d3fe52a954d059" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 1: What's a "panhandle"? Explore West Virginia's most northern and eastern arms <https://gotowv.com/whats-panhandle-explore-west-virginias-northern-eastern-arms>
 - Tweet: 9 RTs, 22 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: April 6 <https://twitter.com/WVtourism/status/982290586232291329>
 - 2 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - Tweet: April 15 <https://twitter.com/WVtourism/status/985554593194172416>

- 5 Retweets, 13 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Tweet: April 28 <https://twitter.com/WVtourism/status/990266138788487169>
 - 1 Retweet, 6 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - April 28 – As of Aug. 31, this Instagram story has received 2,912 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Greater Parkersburg/Wood/Ritchie/North Bend State Park (Allie)

Co-Op Placements

- Washington Post cross platform news and lifestyle rotational media, April-October
- 6-week out-of-state radio, Cleveland, timing TBD
- 6-week out-of-state TV, Columbus, timing TBD
 - Total cost: \$19,650

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - <https://wvtourism.com/experience-wild-wonderful-greater-parkersburg/>
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__4dbe903f5fb6fd5a" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on [Mid-Ohio Valley regional page](#)
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
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 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with

- 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 17 <https://twitter.com/WVtourism/status/997109985040523266>
 - 1 Reply, 5 Retweets, 13 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 8 <https://twitter.com/WVtourism/status/1005083273687642112>
 - 4 Retweets, 17 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: July 9 <https://twitter.com/WVtourism/status/1016318051577487360>
 - 1 Reply, 2 Retweets, 13 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - May 30 - As of Aug. 31, this Instagram story has received 2,864 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO; provide campaign reporting

MP: Southern CVB/Twin Falls State Park/Little Beaver (Jaden)

Co-Op Placements

- Paid search with Madden Media, April-August
- Trip Advisor display banners, April
- Trip Advisor display banners, April
- Washington Post cross platform news & lifecycle rotational, April-October
 - Total cost: \$20,000

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - <https://wvtourism.com/explore-iconic-southern-west-virginia/>

- Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__49fa92668b7c1c3b" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on New River/Greenbrier Valley regional page
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
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 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 22 <https://twitter.com/WVtourism/status/998955394570440704>
 - 2 Retweets, 16 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 12: <https://twitter.com/WVtourism/status/1006574350881861632>
 - 2 Retweets, 12 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: June 22 <https://twitter.com/WVtourism/status/1010199736140292096>
 - 3 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account

- June 18 - As of Aug. 31, this Instagram story has received 2,976 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

S: River Expeditions (Jaden)

Co-Op Placements

- ~~Madden retargeting, April-July~~
- ~~Madden paid search, April-October~~
- ~~6-week out-of-state radio, Columbus, timing TBD~~
- ~~6-week out-of-state TV, Roanoke, pending~~
- ~~½-page Washington Post ad, April~~
- ~~Washington Post cross-platform rotational media, April-October~~
- ~~Washington Post cascade, April-October~~
- ~~¼-page ad in Blue Ridge Outdoor, August~~
- ~~Trip Advisor display banners, April~~
 - ~~Total cost: \$23,914 (with pending placements approved)~~

Bonus Marketing Assets (April 1-October 31)

- ~~Featured placement in regional travel itinerary on New River/Greenbrier Valley regional page~~
- ~~Featured on region, industry or activity landing page~~
- ~~75-weighted listing points~~
- ~~Free upgrades to listing page, including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner and Crowdriff gallery. Partner can pixel listing for retargeting.~~
 - ~~<script id="cr-init__dc8057e29785e11f" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>~~
- ~~Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.~~
 - ~~April 15: These # events are West Virginia must sees https://wvtourism.com/20-events-west-virginia-must-sees/~~
 - * ~~Tweet: 15 RTs, 36 Likes~~
 - ~~May 1: These 27 places know EVERYTHING about West Virginia https://wvtourism.com/27-places-know-everything-west-virginia/~~
 - * ~~Tweet: 1 Retweet, 10 Likes~~
 - ~~July 1: Stop by these amazing must-see areas for true West Virginia experiences~~
- ~~Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website~~
 - ~~Tweet: April 9 https://twitter.com/WVtourism/status/983427829906866176~~
 - * ~~1 RT, 7 Likes~~
 - ~~Tweet: April 16 https://twitter.com/WVtourism/status/985933591216607234~~

- ~~9 RTs, 12 Likes~~
- ~~Tweet: April 28~~
- ~~Partner will also receive one Instagram takeover of the Tourism Office account~~
- ~~X~~
- ~~Make sure listing has SEO~~
- ~~Provide campaign reporting and bonus marketing tracking metrics~~

MP: NRG/Hawks Nest State Park/Southern CVB (Jaden)

Co-Op Placements

- 2-page spread in Blue Ridge Outdoors, May
- Madden retargeting, April-August
- Trip Advisor display banners, April
- Two sheet rail poster, Washington, D.C., eight weeks, TBD
- Washington Post cross platform news and lifestyle rotational, April-October
 - Total cost: \$22,925

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - <https://wvtourism.com/first-class-luxury-one-kind-adventures/>
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__45c770a2206aab48" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on [New River/Greenbrier Valley regional page](#)
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet

- impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 23 <https://twitter.com/WVtourism/status/999350246873313282>
 - 15 Retweets, 29 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 13 <https://twitter.com/WVtourism/status/1006961147482984448>
 - 8 Retweets, 16 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: June 23 <https://twitter.com/WVtourism/status/1010570680142712833>
 - 3 Retweets, 8 likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - May 31 - As of Aug. 31, this Instagram story has received 2,211 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

S: Travel Berkeley Springs

Co-Op Placements

- Washington Post custom content, timing TBD
- Facebook ad week of August 27
 - Total cost: \$25,250
 - This ad, which ran for seven days, reached a total of 122,304 people. Of those, 57% were women (69,504) and 42% were men (51,968). It had total impressions of 225,003. Of those, 55% were women (124,014), and 44% were men (99,332).

Bonus Marketing Assets (June-August)

- Featured placement in regional travel itinerary on [Eastern Panhandle regional page](#)
- Featured on region, industry or activity landing page
- 75 weighted listing points
- Free upgrades to [listing page](#), including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner and Crowdriff gallery. Partner can pixel listing for retargeting.
 - `<script id="cr-init__f20fd820aff074dc" src="h`
 - `ttps://starling.crowdriff.com/js/crowdriff.js" async></script>`

- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - Aug. 1: Adventure through Almost Heaven at these 10 spots
<https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
 - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
 - Aug. 15: Relax amongst the adventure at these # places <https://wvtourism.com/relax-amongst-the-adventure-at-these-6-places/>
 - Tweet: 9 Retweets, 30 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
 - Aug. 30: These little-known West Virginia facts are going to blow your mind
<https://wvtourism.com/these-6-little-known-west-virginia-facts-are-going-to-blow-your-mind/>
 - Tweet: 3 Retweets, 4 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in three Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: June 2 <https://twitter.com/WVtourism/status/1002923024604069888>
 - 1 Reply, 6 Retweets, 23 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: July 5 <https://twitter.com/WVtourism/status/1014882340856709121>
 - 1 Reply, 10 Retweets, 29 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
 - Tweet: Aug. 2 <https://twitter.com/WVtourism/status/1025029956068208641>
 - 1 Retweet, 9 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - June 27 - As of Aug. 31, this Instagram story has received 2,997 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO

- Provide campaign reporting and bonus marketing tracking metrics

MP: Pocahontas CVB/Cass Scenic Railroad State Park/Watoga/Seneca State Forest

Co-Op Placements

- Enhanced digital targeting banners, May-June
- Madden Facebook canvas ad, April-July
- Washington Post PostPulse half page widget, April-October
- Washington Post cross platform news and lifecycle rotational media, April-October
 - Total cost: \$25,000

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - <https://wvtourism.com/scenic-beauty-in-the-potomac-highlands/>
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__128d3056ea257b0e" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on Potomac Highlands regional page
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 Retweet, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 18 <https://twitter.com/WVtourism/status/997518929315745794>
 - 4 Retweets, 16 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with

4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.

- Tweet: June 9 <https://twitter.com/WVtourism/status/1005492468844933121>
 - 3 Replies, 14 Retweets, 41 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Tweet: July 10 <https://twitter.com/WVtourism/status/1016726996242632705>
 - 1 Reply, 9 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - July 12 - As of Aug. 31, this Instagram story has received 2,522 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

S: Charleston CVB

Co-Op Placements

- Sojern display banners
- 6-week in-state TV, all markets, timing TBD
- 6-week out-of-state radio, Columbus, timing TBD
- 6-week out-of-state radio, Roanoke, timing TBD
 - Total cost: \$25,800

Bonus Marketing Assets (July-August/TBD)

- Featured placement in regional travel itinerary on [Metro Valley regional page](#)
- Featured on region, industry or activity landing page
- 75 weighted listing points
- Free upgrades to [listing page](#), including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner and Crowdriff gallery. Partner can pixel listing for retargeting.
 - `<script id="cr-init__5407a1376291fa49" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet

- impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Aug. 1: Adventure through Almost Heaven at these 10 spots <https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
 - Tweet: Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Aug. 15: Relax amongst the adventure at these 6 places <https://wvtourism.com/relax-amongst-the-adventure-at-these-6-places/>
 - Tweet: Tweet: 9 Retweets, 30 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: July 1 <https://twitter.com/WVtourism/status/1013414922145820673>
 - 12 Retweets, 16 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
 - Tweet: July 13 <https://twitter.com/WVtourism/status/1017764582796886016>
 - 6 Retweets, 18 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
 - Tweet: July 24 <https://twitter.com/WVtourism/status/1021751352999985152>
 - 1 Reply, 3 Retweets, 11 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - July 20 - As of Aug. 31, this Instagram story has received 2,229 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: NRGateway/ Bluestone/Pipestem State Park (Jaden)

Co-Op Placements

- ½ page ad in Backpacker magazine, May
- Madden paid search, April-August
- Two sheet rail poster, Washington, D.C. market, 8 weeks, TBD

- Digital platform network, Washington, D.C. market, 8 weeks, TBD
- Washington Post cross platform news and lifestyle rotational, April-October
- 2x4 column in West Virginia Press Association, April-September
 - Total cost: \$24,296

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - <https://wvtourism.com/peaceful-meets-playful-summers-county/>
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__adce28a25c2a928b" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on [New River/Greenbrier Valley regional page](#)
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 24 <https://twitter.com/WVtourism/status/999734780328534016>
 - 1 Retweet, 3 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 14 <https://twitter.com/WVtourism/status/1007315229724762112>
 - 4 Retweets, 6 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with

8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.

- Tweet: June 24 <https://twitter.com/WVtourism/status/1010570680142712833>
 - 4 Retweets, 9 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - June 8 - As of Aug. 31, this Instagram story has received 2,617 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Tucker County CVB/Blackwater Falls State Park/Canaan Resort State Park

Co-Op Placements

- Sojern display banners, April-October
 - Total cost: \$35,000

Bonus Marketing Assets (April 1-October 31)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and CrowdRiff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__c06ea0f06ebc67c2" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on [Potomac Highlands regional page](#)
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - Aug. 1: Adventure through Almost Heaven at these 10 spots
<https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
 - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
 - Aug. 15: Relax amongst the adventure at these # places <https://wvtourism.com/relax-amongst-the-adventure-at-these-6-places/>
 - Tweet: 9 Retweets, 30 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
 - Aug. 30: These little-known West Virginia facts are going to blow your mind
<https://wvtourism.com/these-6-little-known-west-virginia-facts-are-going-to-blow-your-mind/>

- Tweet: 3 Retweets, 4 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 19 <https://twitter.com/WVtourism/status/997897171663024128>
 - 4 Retweets, 15 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 10 <https://twitter.com/WVtourism/status/1005885929549127686>
 - 5 Retweets, 24 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: July 11 <https://twitter.com/WVtourism/status/1017105238417764353>
 - 1 Reply, 3 Retweets, 15 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - Aug. 2 - As of Aug. 31, this Instagram story has received 3,017 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Jefferson County CVB/Ranson CVB/Martinsburg-Berkeley CVB/Travel Berkeley Springs Co-op Placements

- Station Domination Rail Posters, May-June
 - Total Cost: \$33,000

Bonus Marketing (May 31 – June 30)

- Custom landing page to be set up and featured on region, industry or activity landing page
 - Landing page to feature unlimited photo rotator, links to featured blog posts, updated content and Crowdriff gallery. Partner can pixel page for retargeting.
 - `<script id="cr-init__ba9e0ddf9cf7bb22" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured placement in regional travel itinerary on Eastern Panhandle regional page
- Featured in three blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.

- June 2: Flying into DC? Take a quick trip to the Eastern Panhandle of West Virginia <https://wvtourism.com/flying-into-dc-take-a-quick-trip-to-the-eastern-panhandle-in-west-virginia/>
 - 3 Retweets, 12 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- June 15: Eastern Panhandle 101 <https://wvtourism.com/eastern-panhandle-101/>
 - 1 Retweet, 7 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- June 25: Whitewater rafting just outside of Washington DC <https://wvtourism.com/whitewater-rafting-just-outside-of-washington-dc/>
 - 6 Retweets, 13 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Featured in three Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and link to multi-partner landing page.
 - Tweet: May 31 <https://twitter.com/WVtourism/status/1002176872216780801>
 - 9 Retweets, 28 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 15 <https://twitter.com/WVtourism/status/1007612941170962432>
 - 4 Retweets, 12 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Tweet: June 16 <https://twitter.com/WVtourism/status/1008051329619464192>
 - 17 Retweets, 47 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account
 - June 12 - As of Aug. 31, this Instagram story has received 2,951 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

<https://wvtourism.com/easternpanhandle/>

Tier 4: 50,000+

S: Adventures on the Gorge

Co-Op Placements

- Washington Post custom content
 - Total cost: \$50,000
- Facebook ad – June 25
 - This video ad reached 102,464 people. Of those, 27% were women (27,744) and 72% were men (74,208). There were total impressions of 162,962. Of those, 30% were women (49,402) and 69% were men (112,457). 42,690 watched for at least two seconds. Of those, 34% were women (14,700) and 65% were men (27,654).

Bonus Marketing Assets (April - October)

- Featured on homepage
- Featured placement in regional travel itinerary on New River/Greenbrier Valley page
- Featured on region, industry or activity landing page
- 100 weighted listing points
- Free upgrades to listing page, including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner, Crowdriff gallery and featured video of 15-30 seconds. Partner can pixel listing for retargeting.
 - `<script id="cr-init__fe55faa0cbe89832" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured in four blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
 - Aug. 1: Adventure through Almost Heaven at these 10 spots <https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>

- Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in four Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: April 21 <https://twitter.com/WVtourism/status/987770947166982144>
 - 4 Retweets, 12 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - Tweet: May 2 <https://twitter.com/WVtourism/status/991758472499814400>
 - 13 Retweets, 38 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: May 28 <https://twitter.com/WVtourism/status/1001166967611559942>
 - 8 Retweets, 19 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: June 1 <https://twitter.com/WVtourism/status/1002643010608402432>
 - 6 Retweets, 36 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account and one Facebook ad at no cost
 - Instagram: Aug. 7 - As of Aug. 31, this Instagram story has received 3,164 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
 - Facebook ad: June 11
 - This ad was targeted at women, and it had 5,420 10-second video views. It reached a total of 46,640 women. It had a total of 76,849 impressions.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

S: The Greenbrier Resort (Jaden/Sara/Candace)

Co-Op Placements

- Trip Advisor display banners, April
- 6-week out-of-state TV flight, Washington, D.C., timing TBD
 - Total cost: \$49,550 (fall buys put them into this tier)

Bonus Marketing Assets (April-October)

- Featured on homepage
- Featured placement in regional travel itinerary on New River/Greenbrier Valley page
- Featured on region, industry or activity landing page
- 100 weighted listing points
- Free upgrades to listing page, including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner, Crowdriff gallery and featured video of 15-30 seconds. Partner can pixel listing for retargeting.
 - `<script id="cr-init__32c5a03f196f4a7c" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured in four blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - June 22: Have you been to the secret bunker at The Greenbrier? The 'Today' Show has! <https://wvtourism.com/today-show-greenbrier-resort-bunker/>
 - 3 replies, 10 retweets, 45 likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
 - Aug. 1: Adventure through Almost Heaven at these 10 spots <https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
 - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in four Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website

- Tweet: April 22 <https://twitter.com/WVtourism/status/988122514013515778>
 - 21 Retweets, 78 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Tweet: May 11 <https://twitter.com/WVtourism/status/994964763523330052>
 - 1 Reply, 6 Retweets, 17 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Tweet: May 29 <https://twitter.com/WVtourism/status/1001520547006697472>
 - 10 Replies, 7 Retweets, 38 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Tweet: August 4 <https://twitter.com/WVtourism/status/1025719499683577863>
 - 21 Retweets, 113 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account and one Facebook ad at no cost
 - Instagram: June 21. As of Aug. 31, this Instagram story has received 2,722 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
 - Facebook ad: May 14
 - This ad ran for seven days and reached a total of 119,951 people. Of those, 48% or 57,301 were women, and 52% or 61,945 were men. It had a total of 207,747 impressions, with 46% or 96,301 being women and 53% or 110,060 being men.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

S: ACE (Jaden/Sara/Candace)

Co-Op Placements

- Enhanced digital targeting, April-October
- 6-week out-of-state radio flight, Columbus, timing TBD
- 6-week out-of-state radio flight, Cleveland, timing TBD
- 6-week out-of-state radio flight, Roanoke, timing TBD
- Madden Facebook canvas ad, April-July
- Facebook ad week of June 18, 2018
 - The one-week ad reached a total of 311,936 people. 25% of those were women (78,272) and 74% were men (232,256). It had total impressions of 422,674 with 6% being women (109,327) and 74% being men (310,816). It had a total of 151,015 people watch for at least two seconds of the video.
- Facebook ad week of May 28, 2018
 - For one week, this post reached 191,517 people. Of those, 41% were women (78,975) and 58% (111,710) were men. It had 306,449 impressions. Of those, 41% were women (125,597) and 58% were men (179,045).
- Sojern display banners, April-October
- Full page ad in the Washington Post, April
 - Total cost: \$71,782

Bonus Marketing Assets (April 1-October 31)

- Featured on homepage
- Featured placement in regional travel itinerary on [New River/Greenbrier Valley page](#)
- Featured on region, industry or activity landing page
- 100 weighted listing points
- Free upgrades to [listing page](#), including a new layout with unlimited photos, link to featured blog posts, opportunities for deals, updated content written in collaboration with the partner, Crowdriff gallery and featured video of 15-30 seconds. Partner can pixel listing for retargeting.
 - `<script id="cr-init__a61f520030f1f0ee" src="https://starling.crowdriff.com/js/crowdriff.js" async></script>`
- Featured in four blog posts to be shared on social media. Blog posts will be written and scheduled in collaboration with the partner(s) and will include direct links to partner websites.
 - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
 - Tweet: 15 Retweets, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
 - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.

- July 1: Stop by these amazing must-see areas for true West Virginia experiences
<https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
 - Tweet: 2 Replies, 16 Retweets, 40 Likes
- Aug. 1: Adventure through Almost Heaven at these 10 spots
<https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
 - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
- Featured in four Facebook, Twitter or Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
 - Tweet: April 11 <https://twitter.com/WVtourism/status/984133731022761990>
 - 3 Retweets, 4 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - Tweet: April 30 <https://twitter.com/WVtourism/status/991020106942767104>
 - 2 Retweets, 6 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
 - Tweet: May 5 <https://twitter.com/WVtourism/status/992832297727442945>
 - 4 Retweets, 15 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
 - Tweet: May 11 <https://twitter.com/WVtourism/status/995007631533191168>
 - 6 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Partner will also receive one Instagram takeover of the Tourism Office account and one Facebook ad at no cost
 - Instagram: July 26. As of Aug. 31, this Instagram story has received 2,873 views. During that week, the WV Tourism Instagram account reached over 20,000 people and had over 175,000 impressions. Nearly 1,500 actions were taken on our accounts (clicks to website, mentions to learn more, etc.) at that time.
 - Facebook ad: July 30
 - This ad ran for seven days. It had a total of 25,118 2-second continuous video views. Of those, 63% were women (15,699), and 37% were men (9,317). It had a total reach of 22,028. 64% were women (14,060), and 36% were men (7,900). There were total impressions of 93,118. 62% were women (58,187), and 37% were men (34,570).

Davis, Georgina L

From: Vaughan, Vicki L
Sent: Monday, May 18, 2015 3:54 PM
To: Butcher, Loarie H
Cc: Davis, Georgina L
Subject: FW: PGA

Robin's input

From: Tourism I-64 W Welcome Center
Sent: Sunday, May 17, 2015 3:48 PM
To: Vaughan, Vicki L
Subject: RE: PGA

I have been looking through our stuff and I cannot find a record of how many we used in the past. I did read over the emails / notes for suggestions and found notes to bring clear plastic bags instead of our regular bags and more mints! There was also a note for different trinkets...sunscreen, bug spray, fans.

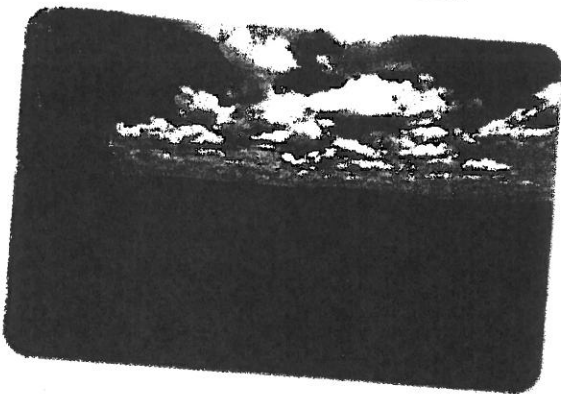
We had many visitors to the booth comment they had their lanyards from the previous year.... We did not seem to giveaway as many as in the years past. Does anyone have a list of what was ordered in 2012, 2013 or 2014? I would want to check that number if it was available anywhere? I know we had several boxes but I am second guessing a good number to order... I would rather have to many and use for another event...

Hope this helps,
Robin

I-64 Westbound WV Welcome Center

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From: Vaughan, Vicki L
Sent: Monday, May 11, 2015 10:41 AM
To: Tourism I-64 W Welcome Center
Subject: PGA

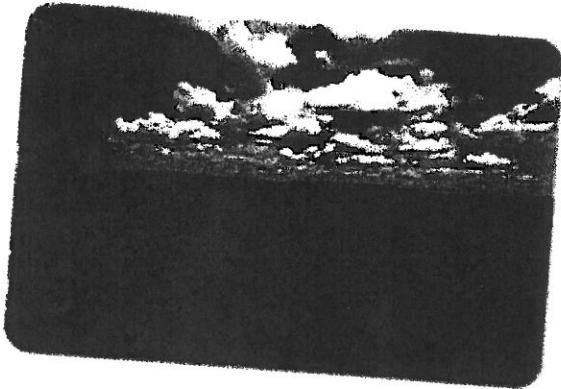
What is your best guess on how many lanyards and sleeves we need for the PGA... We have 2,500.... How many more would you order?

Vicki Vaughan | Customer Service Director

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